

FORGING THE FUTURE:



Visit the NEHC Health Promotion Home Page
<http://www-nehc.med.navy.mil/hp/index.htm>

Subscribe to this publication
by visiting our web site.
Click on "Friday Facts"

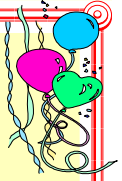
Friday FACTS

25 May 2000


"Leadership, Partnership, and Championship"

Year 2001 Command Excellence in Health Promotion Award Recipients

Congratulations to all commands receiving the NEHC Award for Command Excellence in Health Promotion for the Year 2001! Award recipients and the award each received are listed below.




Gold Star




Naval Operational Medicine Institute (NOMI)
USS CLEVELAND (LPD-7)
Naval Hospital Pensacola
Regional Support Organization (RSO), San Diego
USS ENTERPRISE (CVN-65)
Branch Medical Clinic, Washington Navy Yard
U.S. Naval Hospital Roosevelt Roads
USS JOHN F. KENNEDY (CV-67)
Naval Training Center (NTC), Great Lakes
NAVAIRESCECEN Minneapolis, MN
Naval Hospital Bremerton
Shore Intermediate Maintenance Activity (SIMA), Mayport
Branch Medical Clinic & Naval Station, Everett
Naval Medical Center & MCCS Quantico
Naval Medical Clinic Pearl Harbor
USS BOXER (LHD-4)
Bureau of Medicine & Surgery (BUMED)
U.S. Naval Hospital Yokosuka
MCAS Cherry Point
U.S. Naval Hospital Rota

Silver Eagle



Naval Dental Center, Mid-Atlantic
Naval Hospital Camp Lejeune
USS GEORGE WASHINGTON (CVN-73)
U.S. Naval Hospital Okinawa
Naval Hospital Oak Harbor
USS ABRAHAM LINCOLN (CVN-72)
USS COMSTOCK (LSD-45)
U.S. Naval Hospital Sigonella
USS ESSEX (LHD-2)

Bronze Anchor



Branch Medical Clinic, NAS Brunswick
Officer Indoctrination School (OIS)
Shore Intermediate Maintenance Activity (SIMA), Norfolk
Branch Medical Clinic, Naval Air Facility

Social Marketing Website (<http://www.hc-sc.gc.ca/hppb/socialmarketing/tutorial/smtue01.htm>)



Social marketing is a planned process for influencing change. Social marketing can play a central role in topics like health and the environment. **This Health Promotion Online Social Marketing Tutorial Service** is primarily intended for health professionals involved at the community level. However, health professionals working at other levels (regional, provincial and national) and in other areas will also find it useful. The examples provided in the tutorial are based on local needs and circumstances where little or no funding is available for implementation.

The tutorial is designed to help you make the initial strategic decisions about your social marketing activities. The step-by-step format will guide you through the process of developing your social marketing plan. If you complete each step, you will end up with a written plan to guide you and your team. Ultimately, you will have a managerial tool that will enable you to carry out your plan, brief creative teams and volunteers, and better prepare you for finding partners and sponsors.

Most of the tutorial service is designed in a question and answer format so that you can focus on answering key strategic questions, rather than on becoming a social marketing expert.

The tutorial is not intended to replace professional social marketing expertise. Although this model is suitable for most social marketing activities, it may not apply to every situation.

"Age doesn't matter as long as you are mentally and physically prepared" -Andre Agasi